

## CLAIMS

43-53(canceled).

54(new). A method for a radio broadcast of electronic coupon data to a specified storage device comprising the steps of:

- a. predetermining what coupon data will be broadcast to a specific storage device;  
and
- b. broadcasting a signal carrying said coupon data wherein said signal is modified to be receivable by said specific storage device.

55(new). The method according to claim 54 wherein said signal is broadcast at a pager frequency.